



## Hope Star

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**IN FATHER'S FOOTSTEPS**—Fraser, 5-year-old son of actor Charlton Heston, gets a history lesson from dad on the legendary 11th century warrior, El Cid. Fraser, dressed as a pint-sized El Cid, is in Spain with Charlton, who has the lead role in the new film titled, of all things, "El Cid."

## Prescott News

### Kiwanians Have Musical

President Milton Stokes presided at the weekly dinner meeting Thursday at the Broadway Hotel of the Kiwanis Club. Jim Nelson gave the invocation. Floyd Hubbard, program chair-

### Miss Loomis Engaged

Lt. Col. (retired) Sidney Loomis and Mrs. Loomis of Arkadelphia announce the engagement of their daughter, Mildred Elizabeth to Ollis Melvin Preslar, son of Mr. and Mrs. E. E. Preslar of Sparta, Illinois.

Miss Loomis and Mr. Preslar attended Ouachita Baptist College.

The wedding is planned for 7:30 p.m. Friday, May 26, in the First Baptist Church in Arkadelphia.

Miss Loomis is the granddaughter of Mrs. Al Loomis of Prescott.

### Junior Girl Glass Elect Officers

The 10 year old Junior Girls' Sunday School Class of the First Baptist Church recently elected the following officers:

President, Gail Thompson; Secretary, Bobbie Sue Riggs; Reporter, Becky Garrett. Mrs. C. L. Riggs is the teacher of the class.

Appearing in the "Other Days" column of the A.G. was the following item of interest. "25 Years Ago" — Claud M. Hirst, former state commissioner of education

of Italian-American Democratic Organizations, had said Sunday that Americans of Italian extraction would be urged to boycott four brands of cigarettes produced by Liggett & Myers.

An ABC studio was picketed last Thursday by a group of 250 persons including Anthony ("Tough Tony") Anastasia, Brooklyn longshore leader and brother of murdered mobster Albert Anastasia.

The longshoremen threatened to stop handling Liggett & Myers products in protest against the use of Italian names on "The Untouchables."

Albert Anastasia, known as the "executioner" for Murder, Inc., the old Brooklyn murder-for-pay gang, was shot to death in 1957 while getting a haircut in a hotel.

Liggett & Myers produces Chesterfield, Oasis, L. & M. filter and Duke cigarettes.

In Rome, an informal survey indicated Liggett & Myers cigarettes were selling normally in both state - controlled cigarette stores and on street corner black markets despite Italian-American objections to the show.

Persons of Italian descent had protested at the number of gangsters who bore Italian names in "The Untouchables," a Thursday night program based on activities of federal agents during the prohibition era.

Rep. Alfred Santangelo, D-N.Y., state president of the Federation

## \$1.6 Million for Revenue Dept. Building

(This is the third in a series of articles interpreting actions of the 1961 Legislature.)

By JOHN R. STARR

LITTLE ROCK (AP) — The proposed Revenue Department building will be designed for efficiency in tax collection and convenience to the taxpaying public. That's the pledge of Revenue Commissioner J. Orville Cheney who is excited by the prospect of an integrated Revenue Department facility.

The 1961 General Assembly appropriated \$1.6 million for constructing and equipping the new building. Cheney, Purchasing Agent Mack Sturgis and Comptroller Louis Mashburn were named to a commission which will decide the design of the building and where on the capitol grounds it will be built.

Cheney said preliminary plans have not been prepared, but he anticipates a two-story structure with a basement, rather than a taller building.

"All the offices which serve the public directly will be located on the ground floor and there will be plenty of parking space," Cheney said.

For the past several years, the Revenue Department has been crowded into scattered offices on the first floor and in the basement of the main capitol building. But, as the state's fastest growing agency, it has simply run out of room. Difficulty in finding the offices and lack of parking around the main building have been a frequent complaint of those coming to do business with the department.

"The architecture will be the same as the existing auxiliary buildings, except a little more modern," Cheney said. "Like the Justice Building, except with less glass."

The Revenue Department building will be the eighth permanent

which has been connected with the Dept. of Education of California for the past two years, has been appointed director of education for the Territory of Alaska. The appointment was made last week by the commission of Indian Affairs in the Dept. of Interiors. (March 10, 1936).

Mr. Hirst is a former superintendent of Prescott Schools and is now a resident of Camden.

Mrs. Jim Nelson returned from Jonesboro Sunday where she was the guest of Mr. and Mrs. Bob Fincher.

Mrs. Walter Null and Mrs. John Pittman spent a part of last week in Little Rock and in Pine Bluff where they were guests of Mrs. C. P. Lee.

Miss Fay Loomis, Mrs. Brice Stewart and Mrs. Hansel Herring saw the show "Once Upon A Mattress" at Texarkana Jr. College on Saturday.

Mrs. Bob Reynolds is spending several weeks in Jonesboro with her sister Mrs. Bob Fincher and Mr. Fincher.

Mr. and Mrs. Jack Robey, Mr. and Mrs. Jack Robey Jr., Gus Robey and Ross Robey spent Saturday in Hot Springs.

Mrs. H. H. McKenzie, Mrs. O. G. Hirst and Mrs. Frank Turberville motored to Texarkana Saturday and saw the Jr. College play.

Mr. and Mrs. Brice Stewart and Mrs. Bob Davis visited in the Haskell Hays home in Texarkana Friday.

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and Accessories  
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Bill Dillon  
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## Titan to Be Displayed in Little Rock

LITTLE ROCK (AP)—A Titan missile, not so new but similar to those which will be installed in 18 central Arkansas bases, will go on display here Thursday.

The huge Titan I, its nine-man crew and four big trucks and a station wagon arrived here Tuesday. The weapon was being raised today for display on a downtown parking lot.

Rep. Dale Alford of Little Rock will speak at a "raising" ceremony Thursday and the missile will remain until next Tuesday.

The Titan display is one of several the Air Force has on tour. It was brought to Little Rock to commemorate the 15th anniversary of the creation of the Strategic Air Command.

Overall the defused Titan I will stand 102 feet tall. In appearance and approximate size it is identical with the newer Titan II, the weapon to be installed in the Arkansas complex, although Titan II is an improved model.

After the Thursday ceremony,

structure in the capitol complex. The first structure to be added was the Highway Department Building in 1939. Buildings for the Health Department, the education Department, the Welfare Department and the Game and Fish Commission followed with the Justice Building, completed in 1957, the latest of the lot.

Cheney said the building would have 70,000 feet of working floor space and he expects to install a drive-in window for quick trips by taxpayers.

"The taxpayer is due every consideration," Cheney said. "He's the man who's paying for all this."

Cheney said he did not know yet what part of the \$1.6 million overall cost would be allocated to electronic equipment to speed up the tax collecting process. "We'll buy a lot of equipment, but we'll rent some, too."

Sponsors of the appropriation bill in the Legislature said a new building would streamline the Revenue Department operation and save some operating cost.

Cheney said he was not sure the overall operation would be less expensive. "Maybe it won't be any cheaper, but it will be more efficient and efficiency is what we've got to have," he said.

The commissioner estimated that additional revenue (taxes that should be paid now but which are being missed) resulting from modern accounting procedures would more than pay the cost of the building in just a few years.

The Legislature provided for paying for the building by increasing auto title registration fees from 50 cents to \$1. This will produce about \$140,000 in new revenue and this money is allocated to the Revenue Department building fund.

However, Cheney won't have to wait until the fund builds up to \$1.6 million to build his building. Financing will be handled by borrowing from the revenue stabilization reserve fund. The stabilization fund will be repaid from the revenue building fund.

"It's a little like a father lending his son money," explained Frank Story, secretary of the state Board of Finance. "There'll be no interest charges and no set date for repayment. Repayments will be made as the auto title fee increase puts money into the building fund."

Cheney and his commission won't have the final say on where the building will be located, although they have full power over all other factors. The location will be decided by Secretary of State Nancy Hall who under law, has full responsibility for all capital buildings and grounds.

"I have to see the plans to say where it should go," said Mrs. Hall. "The building will have to conform with the layout of other buildings on the grounds."

## PERRY'S Truck Stop

24 HR SERVICE  
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RESTAURANT  
CLOTHING  
GROCERIES  
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7-2767

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Telephone 7-9

# SOCIETY

Phone 7-8431 Between 8 A. M. and 6 P. M.

## Calendar

**Thursday, March 16**  
The Leslie Huddleston Post of the VFW Auxiliary will meet on Tuesday, March 16 at 7:30 p.m. in the home of Mrs. Woodrow Barker. All members are urged to attend.

**Garland P.T.A. Meets**

The Garland School P.T.A. met Wednesday March 8 at 3 p.m. in the school auditorium. The meeting was opened with the Lord's prayer being repeated in unison. Mrs. B. W. Edwards, president, conducted the business session. Mrs. Harold Brents read the minutes. The treasurer's report was given by Mrs. M. D. Hatch in the absence of the treasurer. Mrs. Herbert Rogers, Mrs. Merlin Cox, Mrs. Arthur Gibson were selected to serve on the nominating committee. Mrs. Lynn Harris gave the presidents message. Mrs. Bob Herndon and Mrs. Earl Thomason's second grade rhythm band sang and played 3 safety numbers under the direction of Mrs. Herrndon accompanied by Mrs. Hatch. Mrs. Harold Brents and daughter Christie played 2 piano duets.

Mrs. Hatch introduced Mrs. Ernest Graham, health and safety chairman of the home demonstration clubs, who gave a most interesting and informative talk on safety. Mrs. Herndon's second grade won the room count.

**Forrest Hill H.D. Club Meets With Mrs. Scot Owens**

The Forrest Hill Home Demonstration Club met Thursday March 9 at the home of Mrs. Scot Owens. The devotional was given by the hostess. Prayer was offered by Mrs. Owens. Each member answered the roll call with "What I do on Easter". The eye opener was given by Mrs. Scot Owens. There were 10 members present. The next meeting will be on April 18.

Refreshments were served to those present.

**Cub Scout Pack 92 Has Wiener Roast**

Der 3 of Cub Scout Pack 92 met at the home of their Den Chief, Edward Bode, for a wiener roast after school on March 9. After a nature hike along the country road, the boys built their fire and found their wiener sticks.

Then, of course, a good time was enjoyed by the crowd as they cooked wieners and marshmallows. A surprise cake was presented to Edward Bode to remind him that

# National Want Ad Week, March 12-18! 6 Days For The Price of 3. 7-3431\*

## WANT AD RATES

All Want Ads are payable in advance but ad will be accepted over the telephone and accommodation accounts allowed with the understanding the account payable when statement is rendered.

Number One Three Six One  
of Words Day Days Days Mo.  
Up to 15 .65 1.50 2.25 6.50  
16 to 20 .85 1.80 2.75 8.00  
21 to 25 1.00 2.20 3.20 9.50  
26 to 30 1.10 2.40 3.60 11.00  
31 to 35 1.30 2.70 4.10 12.50  
36 to 40 1.50 3.20 5.00 14.00  
41 to 45 1.60 3.40 5.50 15.50  
46 to 50 1.80 3.70 6.00 17.00

Initials of one or more letters, group of figures or house or telephone numbers count as one word.

## CLASSIFIED DISPLAY

1 Time ... 90¢ per inch per day  
3 Times ... 75¢ per inch per day  
6 Times ... 65¢ per inch per day

STANDING CARD ADS  
\$15.00 per inch per month

Rates quoted above are for consecutive insertions. Irregular or skip date ads will take the one-day rate.

All daily classified advertising copy will be accepted until 5 p.m. for publication the following day.

The publisher reserves the right to revise or edit all advertisements offered for publication and to reject any objectionable advertising submitted.

The Hope Star will not be responsible for errors in Want Ads unless errors are called to our attention before FIRST insertion of ad and then for ONLY the ONE correct insertion.

PHONE: PROSPECT 7-3431

## 5 - Funeral Directors

AMBULANCE SERVICE, Burial Association, OAKCREST FUNERAL HOME, Dial 7-6772.

5-4-12

## 6 - Insurance

Insure To Be Sure with ROY ANDERSON INSURANCE AGENCY, 210 South Main Street, Dial 7-3401.

10-19-14

ROACH INSURANCE AGENCY 108 East Third, Phone 7-4581. Insurance at a savings to policy holders.

1-25-14

DEMAND NON-CANCELABLE hospital insurance. Beware of strangers, call your local agent, Cecil Weaver. Dial 7-3143.

3-15-1moc

## 21 - Used Cars

FOR SALE: 1958 Chevrolet pickup just like new. Call Earl Hampton after 5 p.m. 7-2701. Priced right.

3-13-14

## 25 - Furniture & Appliances

FOR SALE: Solid walnut dining room suite. Dial 7-2841.

3-14-6ic

## 29 - Sewing Machines

SINGER SEWING MACHINE CO. Sales and service, repairs on any make machine. Dial 7-6643.

11-30-14

## 34 - Slaughtering Processing

RALPH Montgomery Market, custom slaughtering. Meat for your deep freeze. We buy cattle and hogs.

11-14

CALL JESSE MORRIS for custom slaughtering, buying hogs and cattle. Dial 7-3578 and 7-4431.

12-30-14

CUSTOM Slaughtering: Beef or pork cut and wrapped for your deep freeze. Contact Barry's Grocery, 7-4404.

7-28-14

WE ARE dressing poultry, processing beef and pork, for everyone. Call MOORE BROS. 7-4451.

8-19-14

## 53 - Gardening

FOR SALE: Tomato, pepper, pot plants, petunia and other flower plants. E. H. Byers Greenhouse, Highway 29 South.

3-13-12ic

Just for taking a Demonstration Ride in the new 1961 Pontiac or Tempest.

**"D" DAYS WIN WIN WIN WIN**  
**"D" stands for DEMONSTRATION,**  
and it means you can win a ...  
**\$229.00 Johnson "5½"**  
**H.P. Outboard Motor**

Just for taking a Demonstration Ride in the new 1961 Pontiac or Tempest.  
Here's how you may win . . . Bill Davis or "Pete" Bonda at DAVIS PONTIAC will call on you. Take a Demonstration Ride with either of them . . . or if you prefer stop by Davis Pontiac, and ask for a Demonstration Ride.

There's no obligation to buy anything. Just fill out the form available, and drop the stub in the box, and you will have the chance to win this beautiful Outboard Motor.

This Demonstration Ride offer is good for sixty days . . . from March 1, 1961 to May 1, 1961 only.

Don't hesitate, come in or call and arrange for a ride you'll never forget . . .

**DAVIS PONTIAC**

3rd and Walnut Phone PR 7-3484

PR 7-2786

Highway 67 West 358c

## 35A - Hay

FOR SALE: Between 2,000 and 3,000 bales hay, Johnson Grass and Johnson-Soy Bean mixed, Raised on good black lime stone land. Dannie Hamilton.

2-18-1moc

GOOD Baled Bermuda Hay for sale. Call Blevins 2415 at noon or evenings.

3-3-12ic

## 40 - Livestock

FOR SALE: Double registered Polled Hereford bulls. See, write or call W. A. East, Amity, Ark.

2-27-1mop

FOR SALE: Two registered Angus Bulls, two years old. Six head good young horses, 10 bushels good corn. Aubrey Goodwin, Telephone Bodewa TW 9-2328.

3-13-6lp

FOR SALE: Breeding bulls, stock cows, milch cows. We buy and sell all kinds livestock. Claud Sutton, Ray Lawrence. Trading lot at residence on Rossion Rd.

3-13-1f

FOR SALE: Registered Hereford Bulls. Ben Hardin, Route 1, Prescott.

3-15-6te

## 46 - Services Offered

TAXES FILED: Federal — State income tax, social security, self employment. Dial 7-2306, 7-2362, or 7-2445, Inez Taliaseff.

1-23-1f

TRACTOR Work, plowing, discing, mowing, pasture clipping and general work. See Mike Snyder, Hotel Snyder, Dial 7-3721.

2-16-1mop

INCOME TAX and social security service. Competent, prompt and reasonable. J. W. Strickland, 119 South Walnut.

1-24-1f

INCOME and Social Security Tax service. See Irvin Gleghorn at Hare Seed Store, Hope, Ark.

2-28-1moc

## 47 - Repair Service

SEE me to have your window blinds retaped and recorded, traverse rods adjusted and new cords. Also wrought iron work. H. W. Hatcher, HATCHERS' WROUGHT IRON SHOP, 309 East 2nd St., Hope, Ark. Res. Telephone 7-5852.

3-2-1mop

## 51 - Plumbing

PLUMBING: Contracting and plumbing repairs. Call C. L. Roberts, 7-6726.

3-8-1f

PLUMBING CONTRACTING, repair work, all work guaranteed, KENNEDY AND GUILFORDS, 1302 South Elm, 7-6619 or 7-2148.

1-19-1f

## 21 - Used Cars

FOR RENT: Bedroom, adjoining bath, Mrs. Anna Judson, 220 North Elm.

3-13-1f

## 101 - Houses for Sale

FOR SALE: Three large bedroom house, garage, fenced yard, two complete baths, spacious kitchen, all bedrooms air conditioned, two floor furnaces large concrete patio, near grade school. All rooms newly panelled in Cherry & Walnut, Spruce and Oak paneling. Lot 75x200. Jewell Moore.

3-10-1f

## 104 - Lots & Acreage

FOR SALE: 80 acres pasture land, good 6 room house and out buildings. Four miles out on Hwy. 4 East. Phone 7-4914.

3-14-6lp

## 21 - Used Cars

FOR SPRING MOTORING

Don't Spoil a Sunday Drive or a Spring Vacation With Car Trouble . . .

Our Mechanics are Well Trained, Qualified Men Who Are Genuinely Interested in Your Safety.

Have Your Car Inspected By Our Service Dept. Today!

**HOPE AUTO CO.**  
220 W. Second Dial 7-2371

**"D" DAYS WIN WIN WIN WIN**

"D" stands for DEMONSTRATION, and it means you can win a . . .

**\$229.00 Johnson "5½"**  
**H.P. Outboard Motor**

Just for taking a Demonstration Ride in the new 1961 Pontiac or Tempest.

Here's how you may win . . . Bill Davis or "Pete" Bonda at DAVIS PONTIAC will call on you. Take a Demonstration Ride with either of them . . . or if you prefer stop by Davis Pontiac, and ask for a Demonstration Ride.

There's no obligation to buy anything. Just fill out the form available, and drop the stub in the box, and you will have the chance to win this beautiful Outboard Motor.

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3rd and Walnut Phone PR 7-3484

PR 7-2786

Highway 67 West 358c

## 52A - Picture Framing

FOR SALE: Custom made picture frames, imported gold leaf, other finishes available. Byers Antique Shop, Highway 67 East.

3-11-1f

## 53B - Florist

CALL MONTY'S FLORIST night or day at 7-2464 for all your floral needs.

2-17-1f

## 69 - Truck Rentals

RENT a new truck for moving furniture, etc. Local or long distance. All furniture pads, dollies and loading equipment furnished. AVIS Rent-A-Truck, at PERRY'S TRUCK STOP, Hwy. 67 East, Dial 7-9974.

3-13-1f

## 73 - Wanted To Buy

NOTICE Top prices paid for pecan, simmon and walnut timber. Contact Saylor, 2 miles north of Hope on Highway 29.

3-8-1f

## 90 - For Sale

FOR SALE: Decomposed fertilizer extra rich, and sand to fill. Contact Foy Hammons, 7-4555.

2-28-1mop

## 93 - Houses, Unfurnished

FOR RENT: One three room house \$20. One four room house \$27. Strout Realty, 620 W. West Third.

Third.

## 94 - Apartments, Furnished

FOR RENT: Furnished apartment prefer working people, 712 East Division. Dial 7-5839.

3-14-6lc

## 97 - Rooms, Furn.

FOR RENT: Bedroom, adjoining bath, Mrs. Anna Judson, 220 North Elm.

3-13-1f

## 101 - Houses for Sale

FOR SALE: Three large bedroom house, garage, fenced yard, two complete baths, spacious kitchen, all bedrooms air conditioned, two floor furnaces large concrete patio, near grade school. All rooms newly panelled in Cherry & Walnut, Spruce and Oak paneling. Lot 75x200. Jewell Moore.

3-10-1f

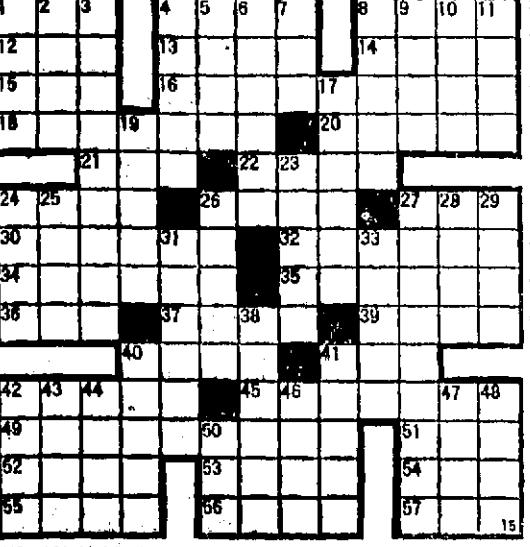
## 104 - Lots & Acreage

FOR SALE: 80 acres pasture land, good 6 room house and out buildings. Four miles out on Hwy. 4 East. Phone 7-4914.

By Don Barry

## Games Galore

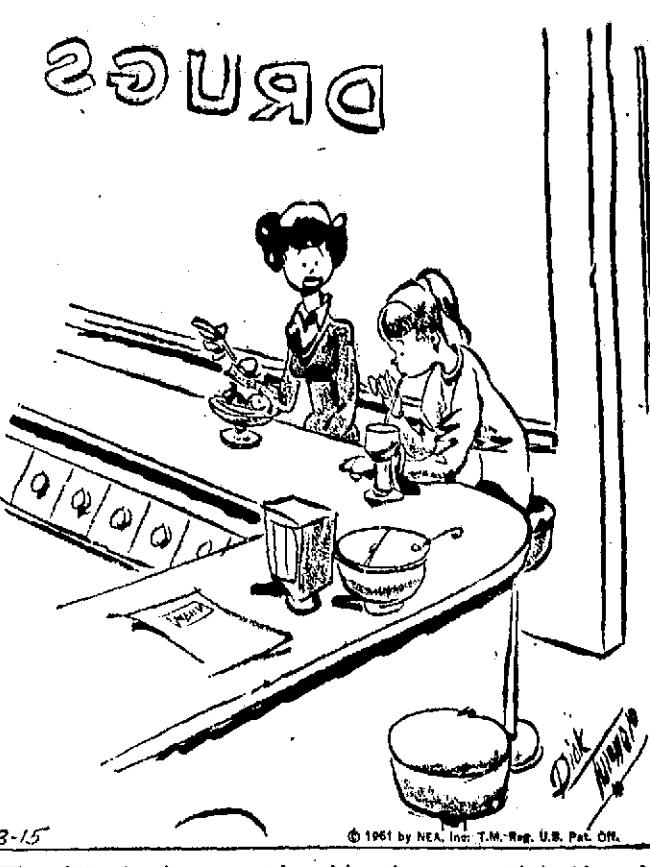
ACROSS	5 Glacial ridges
1 Badminton equipment	6 Renter
4 Eisenhower's game	7 Chaise
14 Primitive Japanese	8 Ventures
15 Ventilate	9 Hampart
16 Mends	10 Burden
17 Bewildered	11 Whine
18 Age	12 Woman adviser
19 Anoint	13 Tidbits
20 Domineering	14 Enact
21 Actress, — Sothern	15 Not
22 Nights before	16 Groat
23 Skittles' partner	17 Wet
27 German (ab.)	18 Spare
30 Shirt part	19 Ann
32 Island in Venice	20 Staff of life
34 Bach	21 Stone
35 Containers	22 Vespasiano in Sicily
36 Decimal unit	23 Promising
37 Scoundrels	24 Persia
39 Remain	33 Property item
40 Grant	34 Decipher
41 Term used in tennis	35 Perfume
42 Opposing teams	36 Short daggers
45 Game	37 Greek porch
49 Change places	38 Missle in throwing games
51 Regret	39 Norway city
52 Used in regattas	40 Certain
53 Not playing	41 Golf mounds
54 Dafford	42 Used in bowling
55 Poker stake	43 Persia
56 Beghiners	44 Missle in throwing games
57 Moines, Iowa	45 Norway city
DOWN	46 Certain
1 Close	47 Golf mounds
2 Great Lake	48 Used in bowling
3 Baseball field protection	49 Persia
4 Street urchin	50 Used in bowling



NEWSPAPER ENTERPRISE ASSN.

## TIZZY

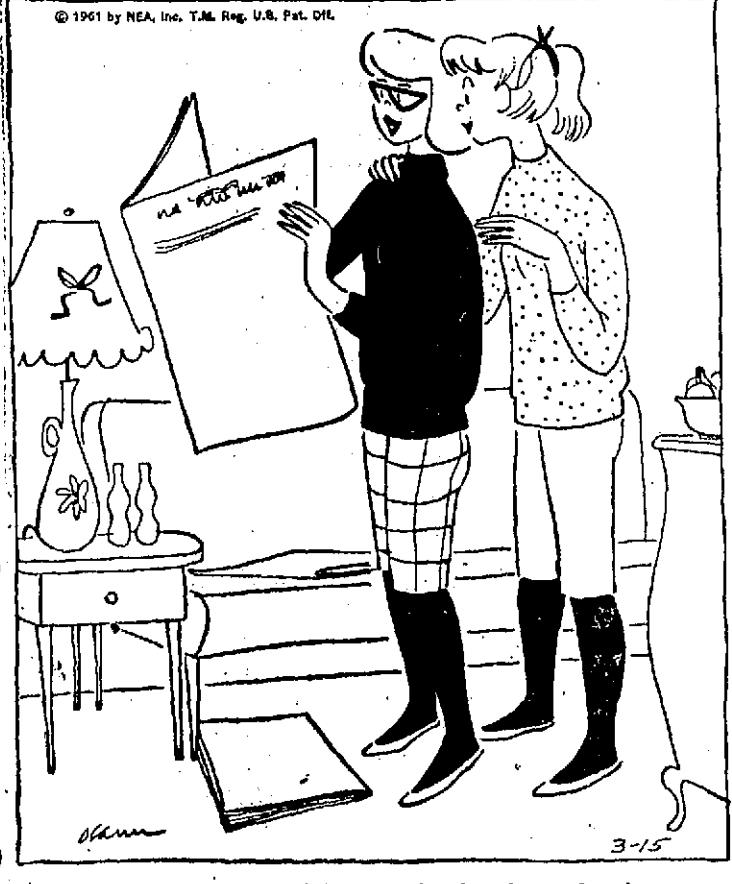
By Kate Ozona



"That Higgins boy must be older than you think. He said he could remember getting sick one time on 50 cents!"

## TIZZ

By Kate Ozona



"I always read the advice to the lovelorn. It gives me good ideas for my diary!"

## SWEETIE PIE

By Nadine Seltzer



"I'm removing the labels! It might hurt his feelings if he knew he was only getting dog food!"

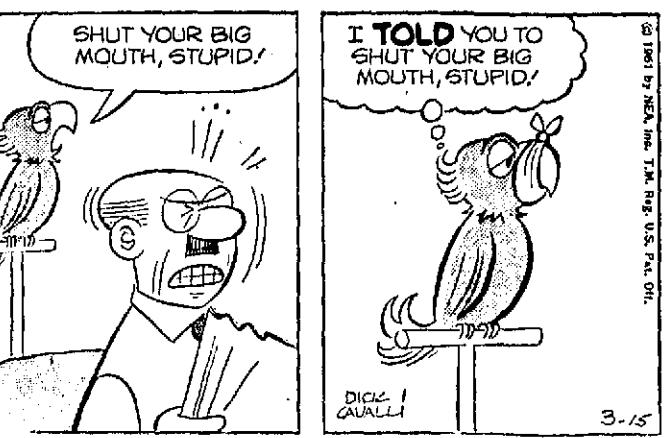
## SIDE GLANCES

By Galbraith

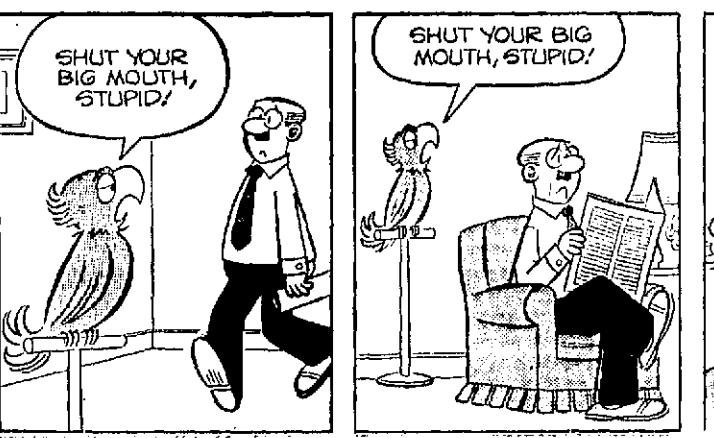


"Remember, it's for the Charity Fund, girls, so let's all get in there and haggle, haggle, HAGGLE!"

By Dick Cavalli



## MORTY MEEKLE



## THE STORY OF MARTHA WAYNE



At MARTHA WAYNE'S SHOP...



I'M VIC CHASE. I'D LIKE TO KNOW HOW MUCH KREMM, THE ART DEALER, PAID YOU FOR THE PAINTING YOU BOUGHT AT THE AUCTION OUT AT MY PLACE!



I'D RATHER NOT SAY. PERHAPS YOU'D BETTER ASK MR. KREMM!



I JUST MAY DO THAT! MIND IF I USE YOUR PHONE?



HELLO...? THIS IS MR. SMITH CALLING... WILBUR SMITH!



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SPRING AND  
EASTER  
Fashion Section

# Hope Star



EDITORIAL  
AND  
PICTORIAL

62ND YEAR: VOL. 62 — NO. 129

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PRICE 5c COPY

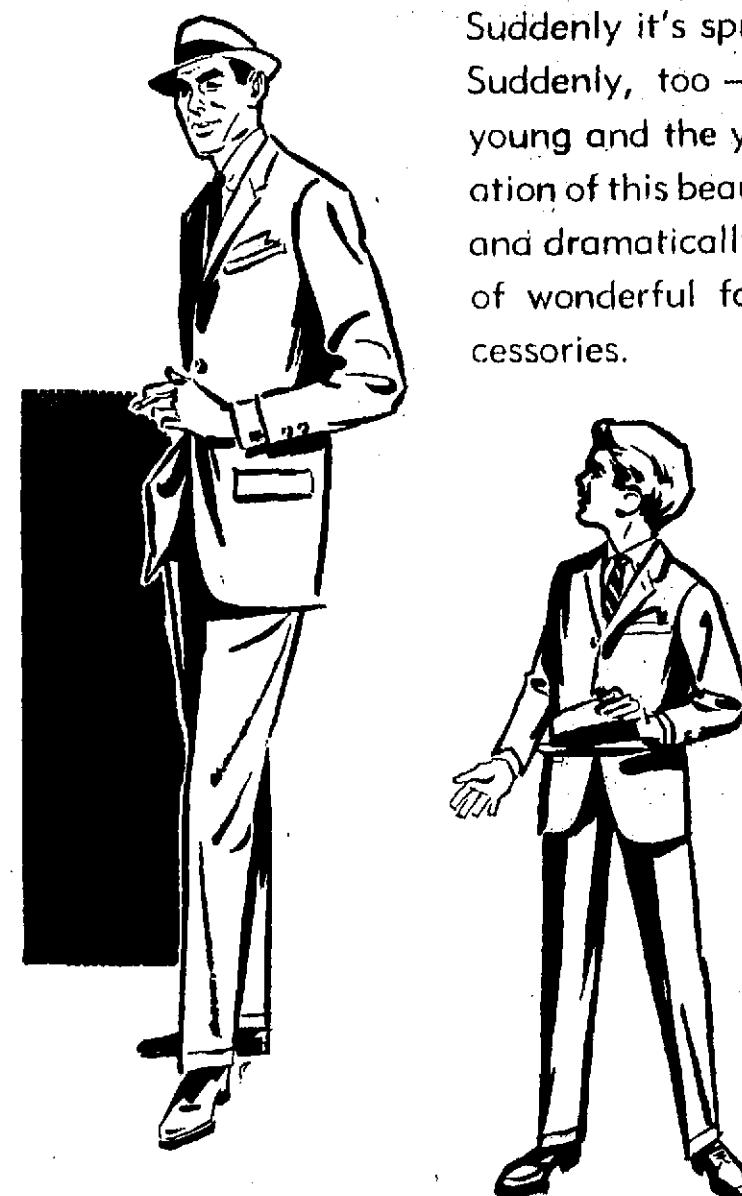
HOPE MERCHANTS PRESENT THEIR ANNUAL . . . . .

## "EASTER PARADE OF FASHIONS"



- S**cintillating colors
- P**aradoxical contrasts
- R**ich-looking fabrics
- I**nfinite variety
- N**ewsworthy silhouettes
- G**rand selections

SPELL OUT THE GAY EXCITEMENT  
FOR THE NEW SEASON AHEAD



Suddenly it's spring — and Easter is coming!  
Suddenly, too — the gals and the guys, the  
young and the young in spirit — feel the exhil-  
itation of this beautiful season that's so colorfully  
and dramatically expressed in our gala preview  
of wonderful fashions and light hearted ac-  
cessories.

EASTER  
IS  
EARLY  
THIS  
YEAR

SHOP IN HOPE FOR YOUR EASTER OUTFIT!



**FOR TOWN AND COUNTRY**  
— A smart jacket in grained leather looks crisply elegant in a subtle bone shade. Its wide wing collar is a variation of spring's important midde look, according to the Leather Industries of America.

### Plumage Touch to Men's Hats

Spring '61 accents in male plumage points up acceptance of feathers and ornaments to spark new hats. New adventures in trimming takes the conventional bow, unchanged for a century and replaces it on casual hats with swirls of rope or braided bands, with pin or feather as a finishing touch.

Rings and belts buckles are used to join the band ends. More feather bands are shown. And the trims are not confined just to casual hats. Plumage of rame and raffia now dress up the straws. Sport caps have symbolic embroidered ornaments, too!

Every male who desires just a flash of color this spring will get the color flash with lots of dash.



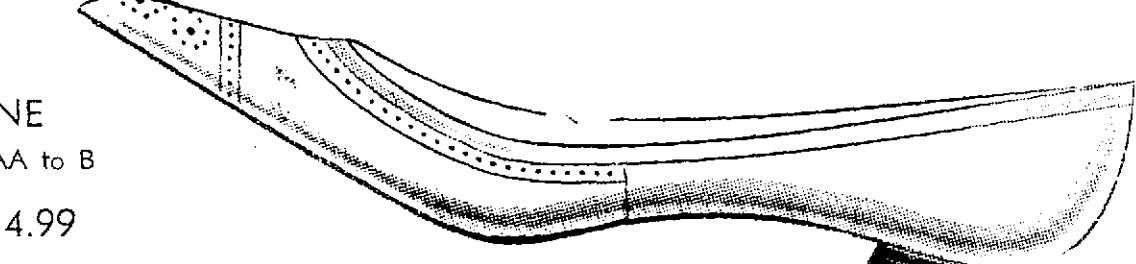
**SLEEK PATENT LEATHER STEPS OUT SMARTLY FOR**  
spring in a slip-on with contrasting leather outline on the sole edge  
and a smart Continental tapered toe.

FASHION'S  
SLENDER LOOK  
FOR TODAY'S  
AMERICAN  
LIVING

BONE  
AAAA to B  
14.99



115 E. 2nd — Next To Post Office



**Fashion**  
has taken up  
**walking**

And no wonder, when walking shoes look like these! Heels are stacked in engaging new shapes and heights. Tailoring is excitingly detailed with a continental accent. And you know how wonderful they'll feel... because they're Red Cross Shoes.

Largest selling brand of fine footwear in the world. Styles from 10.99 to 14.99

This product has no connection whatever with The American National Red Cross

### That Horizontal Silhouette Sets New Handbag Style

Fashion arithmetic dictates that the height of the hemline will set the width of the handbag this spring. And as fashion's hemlines are widely varied, leather handbag shapes are more varied than they have been for many years — say fashion authorities.

Harmonizing with knee-length hem are broader "horizontal" bags in smooth, grained, antiqued and suede leathers. These new "wide" bags depend on the soft sheen of their leathers to dramatize their simple lines. For dresses, skirts and coats which drop below the knee, the fashion-wise will carry long vertical envelopes of firm, antiqued calf or an oversized pouchy satchel of suede leather.

New-looking is a spacious half-circle of grained leather that's at its handsomest when teamed with tailored fashions. Supple leather bags with a 1961 look take on detail interest with belting, shirred effects and horseshoe-shaped padded handles.

Calf, kid and suede and leather in bone, taupe, green and amber merge with spring's softly understated fashions. Alligator and reptile in vivid colors — turquoise and shocking pink — contrast with pastel plaids and grey menswear flannels.

In spectator bags, white is an important color this season. Large shapes in white are interpreted in ostrich, calf and cabretta leathers. For evening, fashion tugs a tiny clutch of suede leather or a little envelope bag in lustered or pearlized leather. Jeweled locks and gold chains adorn many evening bags, particularly on white leathers.

For day as well as evening, handbag hues range from whites to chalked pastels, hot pastels to deep, warm hues as well as intense blacks.

### New '61 Look Is Subtle Ease

Watch for a profound change in women's clothing fashions as the "New Look" is subtle enough to be accepted without any hesitation.

The sum of lithe slenderness, mobile cut, easy shaping, elongated profile, bared throat, bared arms, and a "small" but decorative head with individualized hair styling and forward hairs — will comprise the "No. 1 Silhouette" in spring fashions.

### This Spring, Eyes Have It in Color View

The woman who receives lavish attention is the woman whose eyes are bewitchingly beautiful because she subtly enhances them with eye makeup, and lovely eyes are focal points for spring.

There are four steps, say Coly cosmetologists, that will dramatize a woman's eyes.

First, select a subtle eye shadow that blends with the color of your gown. Stroke the shadow in a wide swath just above the lashes, then blend with fingertips, upward and outward — but not beyond the edge of the brow. For a more exotic effect, use iridescent eye shadow in conjunction with eye shadow chosen and lightly blend in for a luminous effect.

The second step is to line the eyes with liquid liner. Hold your mirror below your face so that eyes are half-closed. Starting at the inner corner, draw a fine line along the base of the upper lashes. Finish with a short, fine, up-tilted stroke at the corners to give them longer look.

The third step — darken brows to beautifully accent the eyes. Apply pencil in feather strokes to the hairs of the brows, touching the skin only to fill in sparse places or to reshape or arch the brows. Then, gently blend in with the little finger or brush.

The fourth step, which gives a deep, romantic luster to eyes, is to sweep over the lashes from base to tip using a wand-type mascara applicator. When the lashes appear thick and luxuriant, tip the ends with an exotic iridescent shade.

Cloches leading the Easter parade of hats, are fashioned of rough straw and braided straw, in both deep and high-crowned fashion. Diagonal designs and satin



EASTER GIFTABLE! A new lipstick size lighter that's gas-powered and fits even the smallest evening bag is a handsome gift for the fair lady. Custom-designed for the feminine hand, the slender, engraved gold color lighter features instant lighting and adjustable flame control.

### Half Sleeved Dress Shirts Favorites

Dress shirts with an eye to the new season have two things in view: comfort and good looks.

The fancy half sleeve shirt which continues to gain popularity now has added top interest — the British grip-tab collar.

Besides the British look collar; pink tab length (pointed and rounded) — tabless tabs and round collars — shorter button down plus tab length collar with moderate spread will set the spring-into-summer dress shirt collar trend.

On the cuff, it's a totally different story as cuffs will be fancier than ever with angled tabs, slit plackets, buttoned versions and others.

As for fabrics, all are keyed in spring into summer weight. Colors are British influenced in crisps stripes, checks (medium and batiste weights); ivory, muted gold, pewter, denim blue, pink, geometric, white on whites, sleek satiny accents on lenos and stripes. All look neater and have an opaque quality.

bindings highlight the rough textures of these new straw hats.

### 'Foreign Intrigue' in Raincoats

To satisfy the ever growing demand of American men for raincoats, more manufacturers are turning to foreign countries for design ideas as well as new sources of supply.

As a result, there is a greater variety in design. American producers also are offering new models in colored and patterned fabrics, giving these utility garments new importance.

Raincoats probably will gain favors again this spring at the expense of topcoats. One reason being that the rainwear weighs less than other coats. The range of colors, fabrics, and styling is such that many of the new raincoats can double as dressy garments in any weather. The repellent coats include muted plaids and India madras effects.

Science boasts the appeal of today's rainwear to make it extra special for a man's busy life. New finishes such as "Scotchgard" repel water, oil and a wide variety of stains from fabrics.

Wash and wear qualities, top-coat styling, removable linings and more color are all rainwear dividends this season.

### RAIN "DEARS"

Spring showers are fun when you're wearing a smart new raincoat that takes to water like a duck! Many of the new spring styles are also designed for fair-weather wear, thereby doing double duty.

Specially treated cotton tapes-trics are popular in three-quarter length styles, while the traditional yellow "slicker" in rubberized fabric is featuring cape-sleeves for a new look. The trench coat, with its air of foreign intrigue, is now a classic in specially treated combed cotton poplin.

### WE'RE NOT TRYING TO Pull Anything Out of the Hat —

But in our efforts to bring you fashions from top makers, we would like to inform you of the new lines now on display.

Junior Size

TERI

Regular Sizes:

LORDLEIGH  
ADELLE MARTIN

Half or Custom Sizes:

GLORIA SWANSON  
FOREVER YOUNG  
SLIMAKER

\* Come see these lines and other Spring Ready To Wear!



HAVE YOU A...  
Charge or a Budget  
Account? It's A  
Convenient Way To Shop!

### ELEGANT VARIATIONS ON Spring Fashion Themes

When the occasion promises excitement, and certainly Easter does with all the new spring outfits on parade, we've the fashions to match the mood of the most memorable moment.



Styled by Mr. Joseph and tailored of pure silk... any woman will look lovely and elegant in one of these suits designed to give importance to the silhouette. Fashionable women depend on Mr. Joseph for the latest in style and in stunning looks. The quality of Mr. Joseph suits assures Easter elegance;



"You'll Be the loveliest lady" in one of our Aubury Originals, delicately detailed hats in many flattering designs and colors. A beautiful white creation of petals accented with soft velvet ribbons or a black straw with chiffon rose and wispy veil, just unpacked from the latest spring shipment.



Slender figures dramatically emphasized by the soft fluid lines of sophisticated yet youthful designs by Candy Jr. and Jeanne D'arc Juniors. Our spring collection for the young or "the young at heart" is new and thrilling. These lovely dresses are in an array of colors ranging from neutrals and black and white to the brightest splashes on the artist's palette.

Compliment your Easter outfit with gloves by Fownes. You will want to take care in choosing the proper length and color. The ultimate success of an outfit depends on accessories and Fownes gloves are always styled to blend in beautifully with the latest fashion trends.



THE FASHION SHOPPE

102 West Second Street, Hope



## There's a Bon-Bon Look to Girls' New Footwear

Young girls playing "let's pretend" — can step into Mother's shoes the easy way — in Lilliputian adaptations of grown-up shoe styles, reports Shoe Fashion Service of Leather Industries of America.

The smart new all leather little girls' shoes fit as comfortably as Cinderella's slipper, and are subtle youthful copies of the latest adult fashions. These tasteful adaptations of grownup footwear fashions include the widespread use of bone, white and black patent leather — and in combinations of grain and smooth leather — or brushed and smooth leather.

Young girls' shoes achieve the pointed fashion look through clever vamp styling, and imaginative detailing that gives an illusion of length. Slim, flexible leather soles emphasize the longer look, even as they provide comforting, healthful support for tender feet. Heels too — of course, very-tiny heels — reflect the adult look through saucy slanting and shaping.

Gleaming black real patent leather shoes are being favored for year 'round fashions. New processing makes real patent leather more durable and easier to clean and takes to many exciting style variations.

Even if the young teen girl has yet to use her first lipstick, she'll love the lift she gets from spring footwear that takes its color cue from the soft, glowing colors from the new season cosmetics.

For formal wear, with spring gowns in understated colors, there are smooth leather pumps in

powder peach and lipstick pink. Lustre leather footwear picks up silvery undertones from lip and eye cosmetics.

Soft flexible flats remain popular "round-the-clock" shoe on campus or sweet shop. Versatile casual leather flats, priced pegged to the modest budget of the teenager, are the chief reason for their top position on the shoe hit parade. For class or Saturday shopping a simple brushed leather one-eyelet can be worn. Under a full-cut topper or under a shiny sweater and pant combination a soft, supple grained leather fringed top boot-shoe is most fetching.

## Color Has Day in Men's Furnishings

COLOR, in all its kaleidoscopic splendor is the big pitch in men's and youths' spring furnishing —

brighter, stronger and new tones of standard favorites will come in view. Gold reaches a new range that deepens into the glow of orange or softens into whitened clay tones; olive the favorite of past season, will be sharpened by pewter overtones, or pastelized into foam mist and celery shades.

Blue, in all imaginable shades, will be a strong first place contender this season. Ever popular and ever important, black and white, will strike new notes in sportswear for this spring. In all the categories of furnishings, a strong revival of stripes is in evidence — ranging from the subtle pin to bold blazer variety.

Batiks, ill lend their air of exciting, exotic profusion this spring, and are available in both authentic and simulated prints.



**BRILLIANT COMPLEMENTS** in jewelry for spring are expressed by this merger of pretend pearls with nuggets of bold color that bring out the fresh-water tones of the pearls. The necklace, earrings and bracelet ensemble is the perfect accessory to day and dinner fashions.

You'll find rich, deep stained glass window colors, that will bring a new glow to shirts, robes and beachwear.

If you have an eye for color . . . this spring will really see that you have a great variety to choose from.

### 'GLAMOROUS' BRAS

Spring finds bras dressing up for bared evening fashions and adding to that party-glamour feeling with finely wrought laces and delicate embroideries. The many styles designed for decollete fashions are not only ingeniously constructed to back up each late day style, but are also fashioned with a view to enhancing that "pretty" feeling that women love.

"*Comfortable as a Halo*"

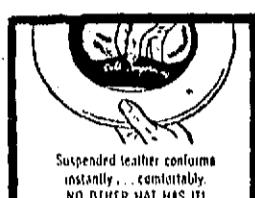
## RESISTOL "Self-Conforming"

A halo is the most comfortable accessory an Angel wears. He never goes without one. BUT GETTING DOWN TO EARTH . . . for heavenly hat comfort, the smartest and most comfortable headpiece mortal man can wear is a RESISTOL "Self-Conforming" . . . because the exclusive leather in a Resistol is suspended (like a halo) and conforms instantly to the shape of your head. In a wide variety of handsome new styles.



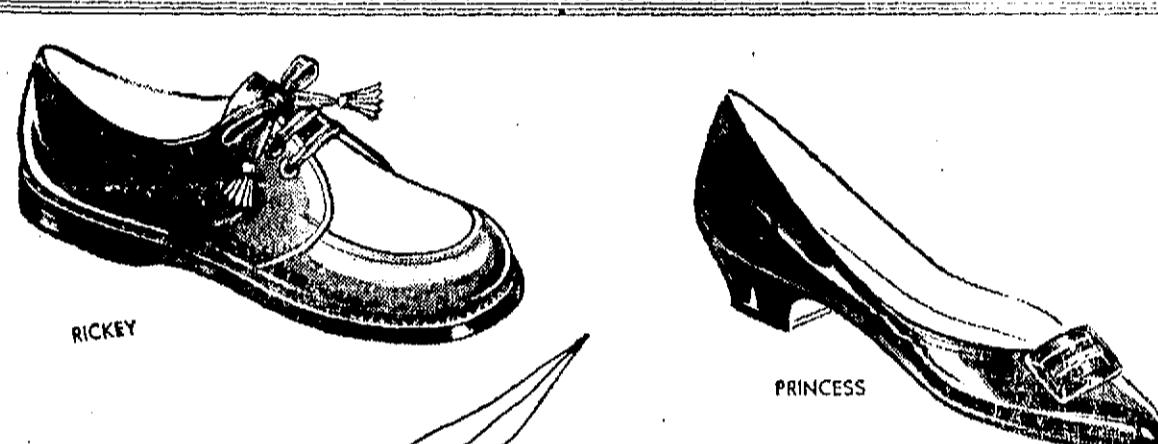
From \$11.95 to \$20

 ...the most comfortable hat made



Suspended leather conforms instantly . . . comfortably.  
NO OTHER HAT HAS IT!

**HERBERT BURNS**  
*Men's Wear*



...remember the thrill?

## BUSTER BROWN SHOES FOR Easter

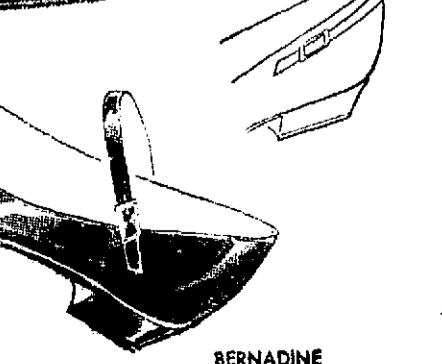
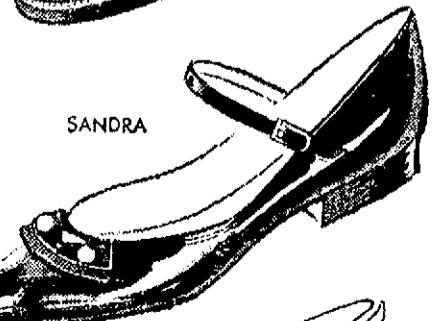
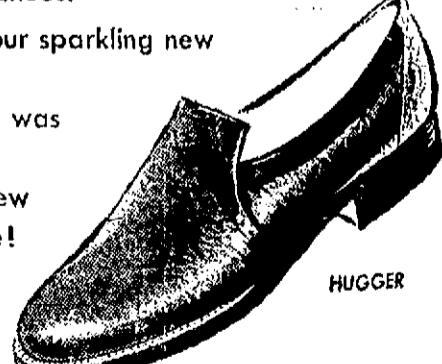


It's almost here . . . that wonderful time of Easter, which brings to mind such happy pleasures of youth . . . like bunnies, eggs, ducklings, new Buster Brown shoes.

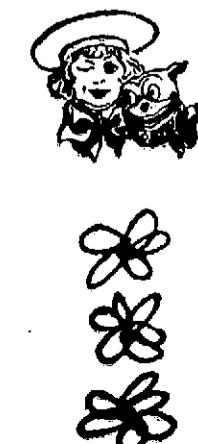
Remember when you got your sparkling new Buster Brown Easter shoes

... how your eyes lit up. Here was ecstatic, youthful delight. You coddled 'em like they were your best new friend . . . and they were!

As a Buster Brown dealer, we take great pride in giving your child the best: best styling . . . best fit . . . best shoe materials available. Our slogan sums it up very well: Children's shoes, our business . . . Children's feet, our responsibility.



**BUSTER BROWN.**



*Lewis M. Safford*

Your children are ready to pick out their new Poll-Parrots for Easter! In fact they probably know just what they want. Be assured we'll fit them correctly in the styles they choose.

**They know EASTER time is NEW SHOE TIME**

6.99

Our Easter time selection of Poll-Parrots is complete. See them today.

**Poll & Parrot**

SHOES FOR BOYS AND GIRLS

6.99

Our Easter time selection of Poll-Parrots is complete. See them today.

6.99

**Foster's SHOES**

"A Family Shoe Store"

115 E. 2nd — Next To Post Office

## Newsy Knits Get Nod as Style Leader

In casual and sportswear collections cotton knit takes on an important role in stripes, polka dots and solids like daffodil, tan, blue, turquoise, lilac. Bolder stripes combining white, yellow, orange and hot pink are a striking addition. The beach shift with front zipper teams with tank top play sets; some of them in two-color combinations.

Top of knee, Capri, walker and short shorts lengths in pants, slim and full, blouson, and bashed or straight falling over-blouses complete group.

For town, smart wool knits remain favorites with busy women who enjoy their wrinkle-shielding characteristics.

New styling and fabulous new colors add additional appeal to the wonderful "on the go" qualities of a handsome wool knit or tattered knit costume.

For dress-up wear other than sports, knits boast exciting serif or cowl necklines, soft gathers at the waist, contrast stitching or show off in the fairly new jacquard knit.



## New Bags Good Travel Mates

For gals on the go this spring new soft lightweight leather luggage is as fashion-minded as handbags and shoes. New shapes and sizes in pullman cases, overnight bags, weekend bags, train cases, fitted make-up cases and aetache cases are crafted in soft lightweight leathers with a minimum of framework.

Spring pastels — gray, blue, tan, olive, coral and others — are increasingly popular in leather luggage for women. A matched set of three or four pieces can be keyed to the color continually favored in the wardrobe.

A modern woman's luggage is in airline weight leather, even if she travels by train, bus, or automobile. Luggage sides are soft to eliminate the weight of stiff backing materials, leather is extra durable and scuff resistant.

Hardware is streamlined in brass, steel or hard aluminum. Leather forms a complete surface on some bags while in others heat seam and edge stitching in white or the same color as the bag is used.

Interiors tend to plush quilted linings and large mirrors set in satin draping in train cases and overnight bags. In the 20", 24" and 27" sizes, various soft lining materials that are kind to your clothing are used. In many of the new pastel bags, the linings are in colors that match the leather exteriors.

### FOR GALS ON THE GO

BRIGHT COLORS capturing uninhibitedly through ready to wear and take bold color bag partners. Bright fabric pouches can be teamed with the slew of bright colored coats and suits in com-



HERE'S A SMART HAT that gets the straw vote in all well-dressed circles. In fine imported raffia with tight center crease and narrow brim, it is amazingly pliable yet holds its shape. The batik print band wears a jaunty sprig of raffia.

### Styles to Flatter Almost Everyone

There's so much that's new and different in the news for spring, that fashion seems to offer at least sixty-one variations on style and color themes for Sixty-One.

There is literally something for everyone this season — with every figure type considered in the new designs and silhouettes.

The tall figure can choose dramatic clothes that look important and give elegance to height.

The petite figure can have her pick of flattery as both full-blown and sheathed silhouettes help her gain stature.

And there's a provocative light-hearted excitement in the diversity of styles for the junior sized miss or missus.

Supplementary or contrasting fashion or to introduce a dynamic third color.

THE CASUAL BAG is bigger, softer and trimmer than in past seasons appears in greater numbers this spring.

Brightly-colored burlap frizzes, pale sampler type fabrics, home-spuns, tapestries and grospoints, more often than not are teamed with leather.

Tall zipper totes, vagabonds with narrower flaps and shoulder handles, large silhouettes with outside zipper pockets and soft pillow bags are some of the headliners.

After the outbreak of the Civil War, Arkansas had 40 publications or one for every 4,350 persons against one for every 9,500 in New York, 7,200 in Ohio and 5,000 in Massachusetts.



### Novelty Prints Get New Handling

Batiks — show up everywhere in shirts, shorts, sports coats and otherwise. There are native varieties — domestic cottons with easy-to-identify prints and easy care synthetic blends with zany patterning. Expect a new kind of Madras, that combines the look of this fabric with batik. Results are plaid with batik type discharge printing. There are circle or diamond shaped all-overs, vertical and horizontal stripes formed by abstract motifs and light and dark grounds, with dark prettily showing up in sport coats. Most important of all . . . they all look new and add a note of bold spirit to sportswear for spring 1961.

A new version of the rain-or-shine coat is the reversible cape, backed with cotton poplin for spring showers and putting on a lovely wool flannel front when it's sunny.

California's swim suit story is one of "three bases" — it's told in two-piece suits with bare midriffs, in deep plunging V's front and back, and in the extra-leggy look of abbreviated maillots.

At the outbreak of the War Between the States, Arkansas had two manufacturers of firearms with a total capitol of only \$600 and an annual output valued at \$1,650.

### Details Animate Sports Apparel

Boys' jackets for spring will really be most noticeable. There's an introduction of fairly new styling in the nautical theme. All the basic classical jackets are taking on the "yachting" look with new dashing interest, sure to please every boy.

These up-dated classics feature both good looks and function. Fresh interest includes under-arm insets for freer movement of arms; fancy rope tie closings that replace the zipper; reversible jackets that turn about with gay new season fabric linings; new two-way collars and light outer fabrics with warm linings or no linings at all.

For the boys who are sailors at heart, and those who just want to look nautically nice, this is the season with their right fashions.

### Casual Bags Spread Out

Whether traveling to town or cross-country, the newest bags are oversized and organized. The bigger they are, the more important.

Richly pointed tapestries and other novelty patterns are used over and over again in spring handbags and however elegant, their interiors are roomy and often exceptionally spacious.

## patent-ly pretty pump Weather-Bird Shoes

Reflection of all the prettiness a junior miss dreams of — the slender pump with a tapered toe and princess heel, its elegant bow adding an extra touch of femininity.

6.99



The Family Shoe Store

214 South Main Street

Weather-Bird and Happy Hiker Shoes

## BUILD YOUR EASTER OUTFIT ON THE RIGHT FOUNDATION

**Haynes Bros.**

Is THE PLACE TO START



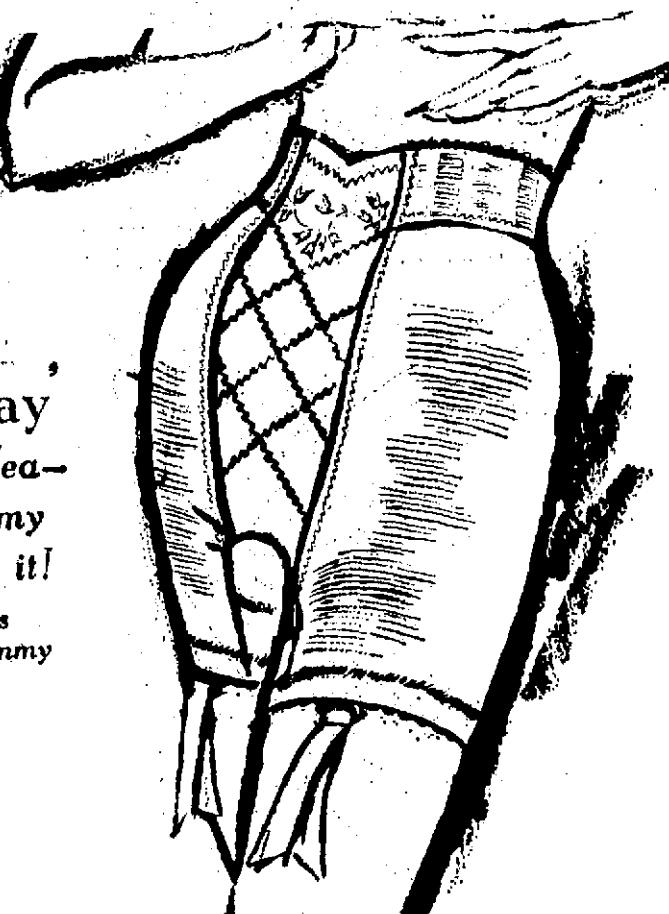
**TOMORROW**

*is a fitting idea — changes with you every day!*

"Tomorrow"™ is the first bra with seamless elastic around each cup — for perfect fit on both sides! How you'll love the comfort and beauty of the fit! See for yourself, try it here, today.

23-34: Cotton "Tomorrow" with French-stitched under-cups for graceful uplift. White. A, B, C — \$2.50. D cup — \$3.50.

the loveliest things about you take shape at **Warner's**



**'Double Play'**  
is a huggable idea—  
makes your tummy behave and love it!

Gifted with criss-cross bands to put your tummy in its place!

You'll love it, too! This light-weight wonder makes you adore being "taken in"! Does it beautifully with strategic bands that put an end to tummy bulge. And, oh, the comfort of it! Treat your figure to Warner's "Double Play" pantie, here, today!

118: Sta-Up-Top® pantie in power net paneled with satin elastic (rayon-nylon-rubber-cotton). White. S. M. L. — \$8.95.

the loveliest things about you take shape at **Warner's**

TWO WARNER TRAINED CORSETIERES TO HELP YOU

**Exciting NO-SEAM NUDES**  
by Claussner

... capture the incomparable beauty of a glamorous suntan and create the lovely illusion of bare legs. Just a froth of sheer nylon proportioned for leg-hugging flattery ... years in a collection of warm, sunshine tones

1.35  
USE TESTED  
RESULTS  
for those who like the finest

**HERBERT BURNS Men's Wear**

## GIVES YOU SENSATIONAL SAVINGS

**SHOP HERE NOW AND SAVE!**  
Terrific Values For Every Member In The Family!



## REPHAN'S

Ladies Beautiful Easter

### DRESSES

By Clare's — Cardinal And Others

- All New Fabrics
- Rayon • Linens • Cottons
- Junior Sizes 7 to 15
- Ladies' Sizes 12 to 20
- Very Smartly Styled

5.95

7.95 - 10.95

ACCESSORIES  
Hats 2.98-3.98

Matching Bags  
1.00-1.98-2.98  
Plus Tax

Men's Wash 'N Wear

## SLACKS

Just In Time For Easter  
• Sizes 28 to 44  
• Dacron Polyester  
• Rayon Fabrics

4.95 - 6.95

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SPECIAL!  
Thurs.—Fri.—Sat.  
Men's Blue Chambray

WORK SHIRTS 97c

SPECIAL!

1 TABLE

Children's And Ladies'

SHOES \$1

### EASTER FROCKS

For The Little Miss

Sizes 1-3

1.95

4-6X 1.95

7-14 1.95

1.95

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For Easter Only  
Men's Dress

SOX 3 Pr. \$1

Regular 50c Pair

1.95

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42.95

43.95

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50.95

## Color Flatters That Sheer Beauty of Spring Hosiery

This season hosiery takes its color cues from she leathers with a pale, pale feeling and a bright, hot colored group of leathers. Stockings will be darker than usual for spring when worn with pale leathers and bright and sunny for the vivid vermillion and reddish-orange color families.

Deeper neutrals and wheat or custard colored yellow tones in resort and spring hosiery will replace the chalky bone shades which were best sellers last year, according to hosiery stylists.

COLOR RANGES include the very important chamois tones for chamois leathers and carry-over bone shades.

These are new pale mauves and liliacs, clear, light greens, and pale pinks. Pink is sometimes deepened for the rose to magenta range and extends to the pinky red family.

Reds in pink, orange and lacquered tones and golden buttery, suntan shades comprise the bright range of colors in shoes and ready-to-wear, for which hosiery shades will be golden, rich suntan tones.

New in the bright range is the whole gamut of green and to gold vermeil. Vermeil is the French word for gilding silver which gives a green-gold effect.

Gray receives some new cloudy treatments for wear with black patent, and blue is brightened in spring coloring.

SHOES FOR SPRING are doing more to show off hosiery. Basic silhouettes receive opened up treatments that make coordinated stocking tones more important than ever.

The key to the color picture in hosiery is lightness without the washed-out look, and brightness without shocking tones.

Textures and lace effects will return in many lines, although the trend will be toward flatter-

not narrow-legged. Two or three button single breasted coat carries the button at the natural waistline. The "International" comes with a matching vest or without, depending on the individual's taste.

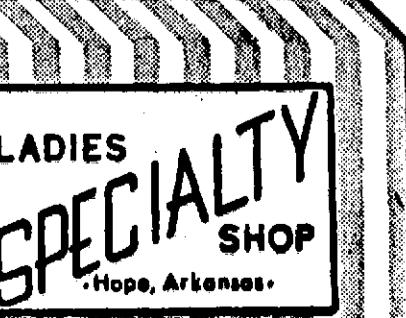
Foreign "intrigue" in raincoat! Yes, Great Britain long ago became chief exporter of men's raincoats to the United States. Later, Italy came into the picture with many novelties garments. Switzerland and other countries joined the procession.

More recently, raincoats are being imported from Israel, Spain and Japan. England again is intensifying its efforts, and American manufacturers also have taken up the challenge.



Spring Beauty

Pure silk polka dot slim skirt and short sleeve blouse buttoned and looped . . . topped by a polka dot trimmed Orlon Acrylic cardigan sweater . . . Gold, Lilac and Coral . . . Ensemble \$35.00.



## Easy Styles in Boys' New Slacks

Slacks for spring offer boys 6 to 16 more new styles, fabric and pattern interests. As in past seasons, slacks still are slim and trim. Frontier or western type pockets have been replaced with more pleasing quarter-top treatment.

Colors this season are lighter. Putty and bone tones . . . pewter (reflecting lighter green trend) . . . blues, alone and in combinations with olive, which this season is still an important color. Solid colors, too, also checks (small and medium plaid), mostly glen, madras and batiks.

Fabrics, particularly for late spring into summer, offer seersucker, cotton gabardine, denim, twills, poplins and new variety of corduroy. Many new man-made synthetics and synthetic blends for long smart wear and easy care.

Shades of old and good-time living . . . look for knickers to appear again!

## The Spring Gloves Rise High to Meet Cropped Sleeves

Spring costumes, with shorter-length sleeves go hand-in-hand with glove fashions — especially in soft, handsome leathers.

Smart yet practical, leather gloves are seen this season in muted, misty colors that match suits and dresses — or in sharp, spicy tones to give flavor to an ensemble.

One favorite cool color is a pale yellow shade that may become this year's newest neutral. Other leather glove hues include delicate bone, light green, and an understated coral. Strong tones lean to bright fuchsia, deep brown and a strong red in smooth and sanded leathers. As always, white leather gloves are basics for the lambskin wardrobe.

Keyed to the softer, fluid look of spring dresses, daytime gloves

are decorated in a variety of ways — eyelet embroidery, diamond-shaped cutouts, self-leather bows and covered buttons. Tiny pearl beads adorn shorts as well as four and six-button gloves.

Leather shrillies show off with scalloped cuffs, while longer gloves sometimes have horizontal stitching up the back. Decorative formal gloves are more elaborate — some of the 18-button lengths boasting swirls of beadwork or floral embroidery.

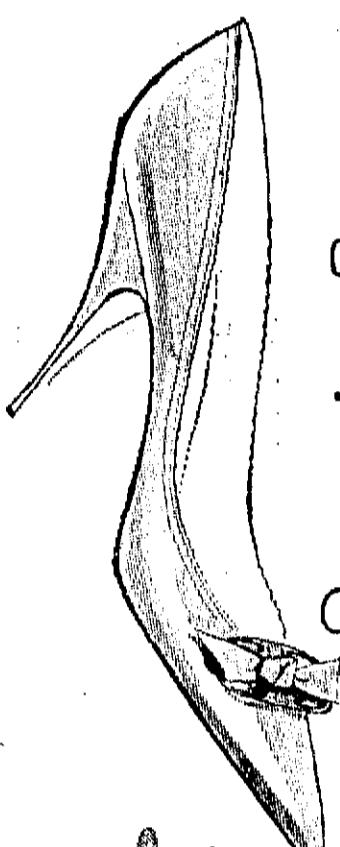
Tailored gloves harmonize with the understated look of spring suits and coats in wide range of leathers — including kid, lamb skin, pigskin and dogskin. Tailored and casual gloves favor saddle-stitch effects and corded seam cuffs — usually in contrasting

colors and often in combination of smooth and suede.

A new pair of tenner gloves can smartly accent a classic costume and help one good suit cover many daytime occasions. Laundry Leather gloves wash easily in soap and water, leaving the gloves soft, pliable, free of wrinkles and colorfast.

Her Easter bonnet this year is probably a turban, a sailor or a cloche style. These three hats look promise to be the season's most important, with the turban appearing in strawcloths that look like knits or woven fabrics and in chilton . . . the cloche featuring new depth, ned brim movement.

# It's Easter Shopping Time!

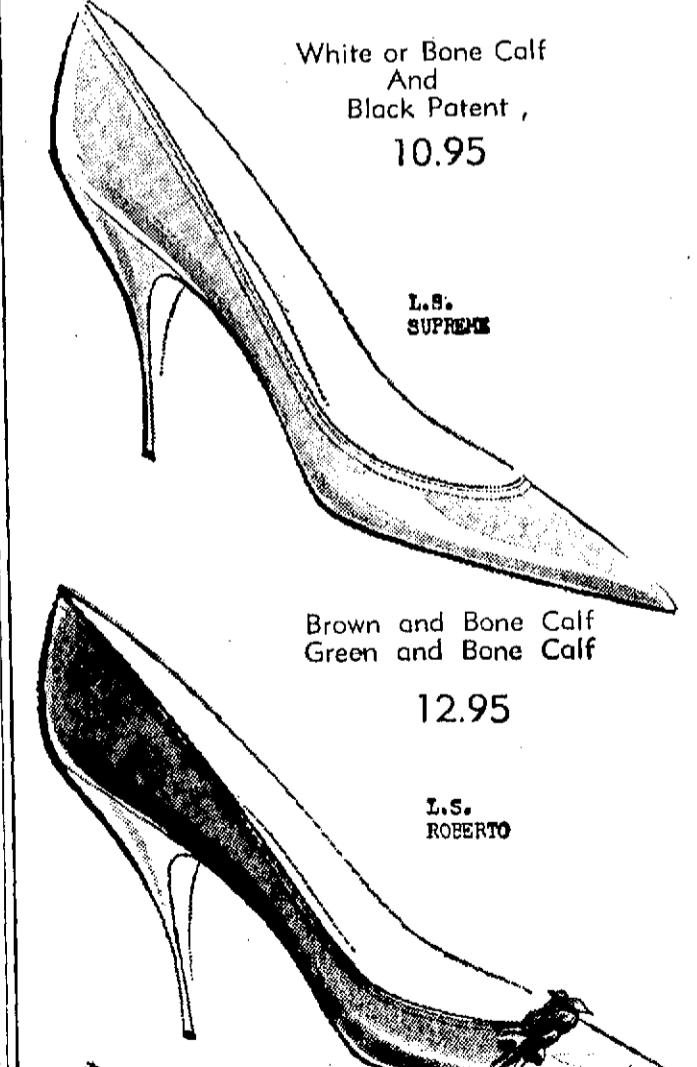


Candy-colored

Lustre  
Leathers

*life stride*  
the young point of view in shoes

The muted gleam of lustre leather highlights the fine detailing of this elegant Life Stride pump. Available in colors as gay as candy canes with overtones of soft frosting. Bone and Strawberry 12.95



White or Bone Calf  
And  
Black Patent ,

10.95

L.S.  
SUPREME

Brown and Bone Calf  
Green and Bone Calf

12.95

L.S.  
ROBERTO

BONE CALF  
New 3/8 Heel

12.95

I.S.  
PREMIER



See our stunning outfits for spring and Easter. Matching jewelry and other accessories make our classic fashions marvelous for daytime or evening wear. You'll want to take your time when selecting an Easter costume from the flattering styles now being shown.

Carole King



Young two - piece with the new spring look! Black and white check cotton with hip-bone jacket and beguiling white color outlined in braid . . . the slim skirt seat-lined to keep its neat shape. 5-15.

14.95

as advertised in SEVENTEEN



paul sachs  
originals

Bloom in the spring . . . and wear the Paul Sachs label! Slim sheath with stand-offish collar, short raglan sleeves . . . the interest concentrated on a neckline sweep of rows of embroidered self - fabric and lace. In linen-look Honeydew, a 100% rayon fabric . . . navy, string, pearl grey & poplar blue. Sizes 10-20.

34.95

Color contrasts of lace romance a figure-flattering slip. A beautiful figure of a slip toned to the colors of spring in opaque nylon tricot. Delicate edgings and cutout appliques of color-accented lace that matches the deep hem of scalloped lace. White with blue accented lace, in all white, ivory, blush coral, aquarelle, pearl gray, pink orchid. 32-40 average. White, ivory, pink orchid. Also in 32-36 short, 34-40 tall.

6.00



Smart, woven dot sheath in an easy care blend of 78% cotton and 22% arnel. Fashion-wise bodice detailing above a wond slender skirt. Mock leather belt that fastens with a self tie. Black, brown, blue, green or navy with white dot. Sizes 10-20.

17.95

Jewell McFarley  
Department

See our outstanding Easter selections in handbags . . . so beautifully detailed inside and out. Fashion favorite accessory colors in marshmallow, straws and patents.



PICTURE PRETTY ACCESSORIES FOR SPRING — A handsome linen suit in a lovely floral print takes a partner in matched-in-color overblouse and invites the smartest accessories on the spring scene. Add a "salad bowl" beret hat with a deep round crown and high rolled-up brim is very new, as are the capacious soft-grain handbag in color matched leather and slippers on shorties in washable white nylon. And on hand to capture the pretty fashion picture forever in snapshots or in slides — is the easy-to-use, Brownie Reflex "20" camera in a fashion-right case of black with metal trim.

## Boys Spring Styles Look Just Like Dads' in All Details

Today's young man should consider himself lucky and well dressed. Let the young man select his wardrobe from three main categories: (1) Ivy-Continental; this the traditional three button style coat with little or no suppression at the coat waist. Its ivy-type fabrics and colors, but has hacking pockets and side vents. Trousers are either beltless or with belt loops, with three-quarter pockets detailing. (2) Ivy-Ivy, for the young man with extreme fancy flair. (3) Natural Shoulder; this has the natural style-look with very little shoulder padding.

Sporadically seen, but not quite enough to merit a fourth category is the British influence. British styling offers suppressed coat waist, extra pocket for change, slightly wider lapels.

Let's talk about colors . . . the trend is for soft shading in big patterns; solids will be good, too; also small patterns, plaids, checks and madras (not just the bleeders, but also dacron and cotton blends). Sure to stand out will be new puffy (bone tone), pewter (green cast), sailing blue, mustard, olive with other color combinations and traditional black and browns.

As for fabrics, the flat, smooth ones will generally predominate—hard-finish worsteds, gabardines of dacron-worsted blends and dacron-wool blends and mohair.

As a bright added footnote, this season will offer double breasted styling. Look for new surface tex

tures in twill weaves. As for colors mustard, pewter, olive and navy will prevail. As a young man has a varied character, Spring too, offers him a varied character of clothing, all waiting to suit him best.

A boy's wardrobe wouldn't be complete this spring without a sportshirt! This season offers countless styles, one, will sure to be his favorite.

Notable, and the single newest fashion sensation will be the poncho or pull-over style. Smartly tapered to fit the body more closely. Among the fabric favorites — ticking stripes, sateen (with carefully matched scarf prints), hopsacking in solid and printed versions, fine woven mesh, popular oxford cloth, woven jacquards and as always iridescent cottons . . . all sure to give spring a "cool" welcoming!

Seersucker, (the original wash and wear fabric) is seen this season in interesting checks in addition to traditional stripe patterns. Embroidery, too, is widely used with motif sometimes picked up on the buttons. Newseworthy are fly-front closures. Trims of self fabric welting on shirt fronts are frequently used. Knits, too, will take to the popular poncho styling. With a solid color emphasis.

As always, beachwear offers something new — stretching knits in boxer and brief lengths. And, beachwear co-ordinates that have shorts teamed with matching shirts.

## Cotton Shirts Take on a Bold Look

What changes are in the wind in sport shirts?

News is being made as the males of the species exchange their conservative pull-overs for bright stripes and fancy necks, reports Everett Mattlin, editor of Gentleman's Quarterly, the fashion magazine for men.

Yes, indeed, this is the time for bold fun shirts! Men and boys have lots of fancy shirts to choose from this spring. Hot orange, gold, green, carnation, pink, air-force blue, all in vivid hues, make news in lustrous highly polished cottons. A process called mercerization makes these fine cotton fabrics more acceptable to the new bright dyes. It is a method of polishing the cotton yarn so that colors appear more shiny. More lustrous manufacturers carry the Durane label to show consumers the yarn of their shirts has been mercerized.

The new hot colors show up in multi-color stripes, vertical stripes, horizontal stripes, broader stripes, ticking stripes and candy stripes. Stripes pattern go hand-in-hand with the paisley and batik prints that are prominent in light-weight sport coats this season.

Polished cotton shirts too, are a smart contrast to the cool soft shades of new season sport coats. Pullovers, spent shirts, the kind most popular, feature deep front plackets with three or four buttons. On some shirts the placket practically reaches the belt line of the slacks.

Also newsworthy are high-necked, boatnecks, cross-over necks — fancy colorful designs give sport shirts a sportier, more American connotation — away from trim, conservative styling. Sleeves have lots of fashion interest pointing up a less conventional three-quarter sleeve. Knit shirt stylists have embellished sleeves with vents, slits and two button cuff treatments.

Pockets are oversized and noted for detailing. They appear at the bottom of the shirt and on the sleeve as well as in conventional places . . . details that point up the smart racey styles of the bold Sixties.

### Choose Jacket Dress Carefully

With the growing importance of jacket dresses on the fashion scene, the shopper should remember that the ensemble is a surefire hit in a woman's wardrobe only when the total of the parts of the costume look and fit well.

Make sure the jacket is as flattering as the dress itself — and vice versa. If the costume is in two colors, make sure that each of the hues is complementary to the whole, and to you.

sport shirts, which can be worn open as jackets, or tucked in as



## Youths to Enjoy Handsome Hats

Heading into spring to give young men that finishing touch when dressing for a special occasion and the wearer a sense of pride — is a brand-new group of smart hats.

New this spring are fabric hats in madras or batik prints matching jackets of same fabric. Also seen are solid fabric hats with printed bands and brim welting. Smaller shapes with narrower brims are predominant.

Three popular new styles in brushed wool are the tapered front pork pie, the soft pinch front model, and the center crease. While these have a definite sporty air, they are equally appropriate for boy's dress-up occasions.

### The New Look Favors Linens

Spring collections point up a fabulous group of new linens, and adds the excitement of tricolor combinations, with hand-painted detailing, in ombred tones or tops them with cashmere sweaters.

Whether in pure linen or silk linen, the brighter the color the better. New combinations and strong contrasts startling enough to spark an artist's palette appear as hot pinks combine with vivid oranges or turquoise combines with a brilliant purple.

For the less daring black is coordinated subtly with beige tones and with browns.

Although man has been making glass for at least 5,000 years, its atomic structure still is known only in a general way.

**NO RUNS — A HIT** Women who seek fashion in days, regardless of cause, the hosiery as well as comfort, will stockings are knit of a specialty, seamles support nylon stocking treated with an exclusive finishing now on store counters. They are process for higher snag resistance.

Colorful stretch gloves are accompanied into Spring of '61 by matching clutch handbags. Two favorite duos: red-and-white polka-dotted nylon shortie gloves with clutch bag.

Your most important fashion accessory...

Hollywood Vassarette® underneath it all

For your play clothes: wear padded cotton bra 1623 with exclusive Stay There® knit elastic back—never binds, tugs or slips. White, 32-36A, B, 3.95. Sleek under capris: long-leg pantie girdle 88; white, S-M-L, 5.95

LADIES  
QUALITY  
SHOP  
HOPE, ARKANSAS

NEW FOR  
Easter  
And . . .  
SPRING

Easter

SPRING

And . . .

## To Our Readers:

The fashions in this edition are presented to you to show the Trends of the Season and to serve you as a guide as you shop.

You will find many of them in stores throughout this community.

However, if you do not find identical styles in our local shops, we believe similar ones will be available.

## Svelte Styles Took Smooth Figuring

Foundations are most feminine and pretty for Spring! There's an increasing trend to coordination . . . girdles and bras are often matched in color, embroidery or trim, often followed thru with matching lingerie.

Flower motifs and color play an important part in the ultra-feminine look. And there are more colors than ever before to complement the classic whites and blacks. Colors are often combined or tone-on-toned for new interest.

This pretty look also gives rise to an imported or custom-made look, which is achieved by attention to details, such as ribbon-headed lace shoulder straps, lace panels trimmed with marquisette, nylon sheer and lavish sections of lace.

Many foundations are designed with an eye to specific fashions, such as bras to wear with knitted dresses, bias-control girdles for slim or bias-cut fashions. Bras dive in back, plunge in front, are strapless for decollete styles, have wideplaced straps for batiste necklines.

New are the longline and torso backless bras that offer complete support with extreme decolletage. Panty girdles have been designed to meet control requirements for a wide variety of pants, from wide-cut hostess types to skin tights, and go to all lengths, even beyond the knee. Corsets or long-legged panty girdles achieve the natural bodyline silhouette for Spring.

Foundations using "spandex" have new beauty, control and lightness. It is sheer and delicate, yet wears beautifully, directs curves, rather than constricts.

Full figure foundations are equally feminine with pretty styling, fashion shaping and a tightness achieved with dainty sheers, embroidery and laces.

Teen foundations are more sophisticated and attuned to fashion, with convertible bras that feature wide straps, criss-cross back straps or straplessness.

The overall-picture is a prettier, more feminine one for undercover fashions, and a far more colorful one!

## A LA INDIA

A strong Eastern influence has invaded spring collections, resulting in some unusual and exotic fashions. The authentic sari styling of India has been adapted to a dinner-cocktail sheath with modified scoop necklines and gold-banded short sleeves. This striking version of the sari can be worn with or without a separate floor-length skirt which has been split at the sides.



STACKED SMARTLY FOR SPRING IS THE HEEL interest on these new spectator pumps. This smooth leather day-time shoe is in a creamy bone color with perforations and delicate leather bow decorating the vamp. The leather sole is outlined in briarwood to match the leather heel.

## next step: SPRING

... and we see Connies in your future, carrying off one successful fashion scheme after another! Here, vamps fluttered by pleats, framed for compliments, only 3 of Connie's freshening tricks for points most becoming! We've all the seen-in-Glamour styles and color news like filbert, green-dust and greenleaf, bone, red, patent, navy. Come exploring.

BLACK PATENT  
9.99

BONE  
9.99  
BLACK  
9.99



115 E. 2nd — Next To Post Office

## Gay Belts Encircle Fashionable Waists

Smart leather belts circle most tailored waists this spring with heat, colorful "clays." Although fewer contour belts are in evidence than last year, widths vary all the way from spaghetti hoops of suede leather to five to six-inch bands of supple, smooth and slightly grained leathers.

Narrower belts are being worn with fuller skirted dress in daytime and late-day ensembles.

In mood and color, new belts are matched to handbags and shoes. Chalked colors and pale pastels at the waist carry through the softer leather look of accessories from head to toe.

few. Tunics over tights or slim jins are also popular as they are both attractive and comfortable. For those who refuse to appear in slacks, skirts with matching tops take on a new look with girdles that are definite, rather than having the look that they are trying to conceal themselves! One example is a skirt with multi-colored insets that show when the skirt flares out.

So, all in all, bowling fashions for 1961 look as though they will be very striking!



YOUNG SOPHISTICATE look is shaped by wide layers of petals that form the four-tiered full skirt of this dance frock. The camisole top is cut in the lowered new line.

Dress shirt male call — This spring, the big news is short-sleeved business shirts in more colors than ever, but favoring pale shades like ivory, gold and champagne. The bandless convertible collar and the traditional button-down style remains, but the new tab styles are gaining fast.

## Sophisticated or Demure Bridal Gowns

Spring brides have so many beautiful fabrics and silhouettes to choose from in wedding gowns that this season should be blooming with the prettiest brides ever to walk down the aisle. Among the season's most exquisite creations are demure boutant gowns of embroidered Swiss organdy, dividing into panels over a cotton organdy skirt. Sleeves are tiny and the neckline is scooped.

Outstandingly elegant gowns from spring collections introduce a Parisian silhouette . . . its silk taffeta sheath is elaborately embroidered with Alencon lace motifs and is gracefully filled out with a sweeping back skirt.

These lovely gowns are representative of distinctively different moods spring brides are wearing — a sweet, demure look or the look of sophistication.

The population of Australia is 10,330,000. Men outnumber women by one per cent.



ULTRA FEMININE YET very much of ease for any occasion, cutouts come to the fore for spring-into-summer wear. Here cutouts in well-flannel smartly add a smart shirt-styled overblouse as its team mate.

# EASTER SALE

WEST'S  
J. A. WEST CO.

## Bowling Style Scores Points in Fashion

### MEN'S New Spring Sport Coats



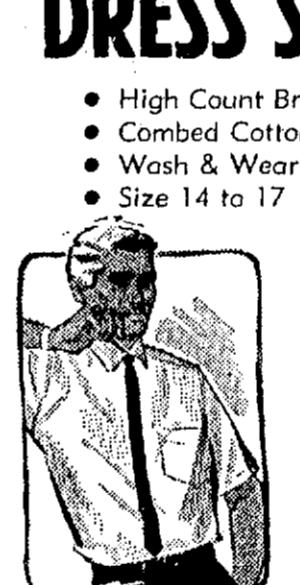
**12<sup>88</sup>**

### Ladies Spring TOPPERS



**988**

### Men's Short Sleeve White DRESS SHIRTS



**1<sup>99</sup>**

### MEN'S SLACKS

• Wash & Wear  
• Size 28 to 42  
• Large Selection

**5<sup>99</sup>**

Free Alterations

### Ladies Streak - Free SEAMLESS HOSE

• First Quality  
• 400 Needle



**2 PAIR  
1<sup>00</sup>**

### BOYS' WHITE DRESS SHIRTS

WITH BOW TIE

• French Cuffs with Cuff Links  
• Size 2 to 8

**1<sup>99</sup>**

### FULL SLIP or CAN-CAN

• Yards and yards of ruffled Nylon net to form the ever popular can-can slip. In a beautiful array of spring colors.  
• Sizes S - M - L

**2<sup>00</sup>**

### Ladies "Doveskin" PANTIES

• White Only  
• Sizes 5-6-7-8

**2<sup>00</sup>  
FOR  
1<sup>00</sup>**



### LADIES' FULL SLIPS

• 68x72 Fine Grade Percale  
• Shadow Panel  
• Four gore for Perfect Fit  
• Sizes 32 to 40

**1<sup>00</sup>**

### LADIES' BLOUSES

**1<sup>99</sup>**

• Sport or Dress  
• Sizes 32 to 40  
• Asst. Colors



THE NATURAL LOOK IN SPORT COATS POINTS UP shoulders where nature put them. Narrow lapels; three button cut away front and light-as-air fabrics adopt these coats to campus, office or country club wear. The sport coat at left is in authentic seersucker, at right: in batik. Both are teamed up with handsome slacks.

## Pale and Lightweight Shoes Compliment New Fashions

Fashion steps into the bright sunlight this Spring in an array of new pointed toe leather shoes. New ideas start from the ground up in a handsome collection of soft, delicate leather textures in both pale, neutral tones and bright light colors. Black and white, in patent leather, calf and kid, are given interesting detail treatments.

When shoes set the pace for a costume, they create a happy fashion mood. Soft, nappy suede pumps speak of head-to-toe femininity. Gaily colored, smooth and grained calf shoes reflect the sun's sparkle: fine kid pumps in bone or lustre leathers in pale blue or green grape give the "on the town" stamp to cocktail dresses or suits.

For after-five — kid and reptile leathers combined in a novel pump with harlequin cutouts and stacked leather heels are new, as are slim, luster leather pumps with three inch high stiletto heels and glittering toes set with tiny jewels.

Light leather pumps with darker embroidered stitching around the shoe throatline, and a petal embroidered silhouette on the

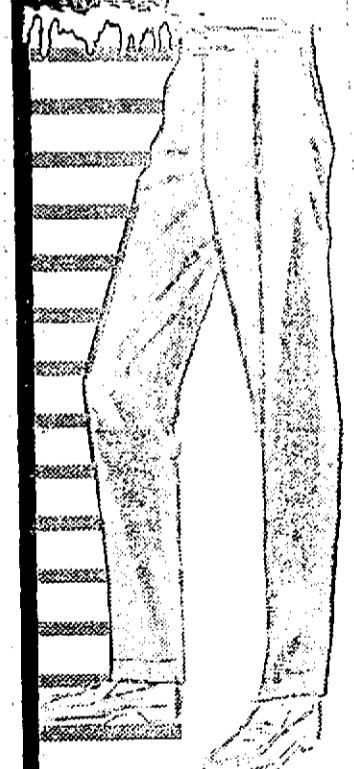
tapered toe will perk up suits or dresses. A trim leather sole "frames" the lovely tapered look of these narrow-toed shoes.

Two colors — particularly in contrasting hues — suggest a sporty casual costume. For example, flat casuals with a light taffy-toned smooth leather vamp are matched to a darker briar brown lightly grained leather.

Two-tone boot shoes with high rising vamps and light-toned, trimly-toed toes and a pixie-ish thong tie, conjure up a gamine-like air to literally put a spring in your step!

Some millions of neckties will be purchased for Easter this year, and no matter who's doing the buying, there's going to be a wide variety to choose from. This season's lines cater to every man's taste from simple under-knot designs to conversation-inspiring allover patterns. Very strong in patterned ties is a definite neatness that suggests a "solid color" feeling.

## PENNEY'S



Mayfair  
SLACKS

LOOK BETTER  
FEEL BETTER  
in hot summer  
weather...!

Our customers tell us how much pleasure they get from fine Mayfair tropical weight slacks. Mayfair has the look of quality . . . in fabric, well proportioned styling and excellent fit. See our new showing of cool lightweight Mayfair in the season's most appealing models, colors, patterns.

\$14.95

HERBERT BURNS

## Loomed-in Stretch in New Fabrics

In the months to come, stretch fabrics take on brand-new significance and make their appearance in just about every fashion from at-home clothes to sports-wear and a variety of accessories.

In the new era of the sixties, the lasting ease of the wondrous Helanca stretch fabrics is destined to play a part in every woman's wardrobe.

A comparatively new fiber, which originally started off in its fashion life in line-taming girdles, and later in gloves — now gains new dimensions and new horizons as some of the nation's leading mills conceive new uses, handling and designs for this stretch fiber.

For example, Einiger Mills long famous for its cashmere and other fine suitings and coatings adds more fit, comfort and fashion with fabrics stretchability. From off the looms comes beautiful Dupionis, spun rayon shantungs, spun rayon tweeds and satins, cotton ribs and even cotton denims with wonderful built in elasticity.

### Natural Look Enlivens Coats

For men, the young men and young-spirited, who like a vigorous dash of imagination in their sportswear wardrobe, there are coats in madras, random check and other fanciful patterns to choose from.

Sports coats feature the "natural look" in lightweight fabrics, dramatic patterns and such popular colors as olive, black and

## Short Skirts Call for Well Groomed Legs

These days a gal hasn't a leg to stand on, from a fashion-plate standpoint, unless her gams are scrupulously groomed! Sheer hosiery, dainty shoe styles and shorter skirts focus attention on legs.

So, here are some quick-tips from the Lady Remington Beauty Institute: Once a week give yourself a pedicure — from toes to knee-cap. Use all the trimmings: fragrant bath oil, pumice stone, nail polish and skin cream. And, be sure to defuzz legs. Use an electric shaver, of your own, to eliminate picks and scrapes that can mar the good looks of marble-smooth legs.

Take advantage, too, of new spring hosiery shades to flatter your limbs. Rosy shades, warm beiges and tan tones will round out the shape of thin leg visually. Darker tones will tend to minimize plumper limbs.

Lastly, keep shoes in ship-shape condition to complete that bandbox appearance — from foot to head.

**FOR NOW, EASTER AND LATER** — this sheer, airy woolen shawl is smart and plays its cool in any weather. Eased waistline and wide open neckline are newsy, and noteworthy for spring. Jeweled buttons provide rich accents. A rose-topped velvet pillow adds a gay punctuation point to the costume.

### COLOR LINE TAMERS

A wider-than-ever range of colors in foundations are contributing to the pretty look of Spring and suiting the many moods of feminine wearers. This year will see, in the privacy of the boudoir, all these beautiful colors: turquoise, peach, aquamarine, lavender, violet, hot pink, pale pink, yellow, deep and vibrant blue, flaming red, champagne, beige and of course, the classic white and black.

## Nautical Tags for the Sailors

A walking and sailing nautical alphabet is one of the exciting innovations of the sports fashion world.

America's estimated 40-million boating enthusiasts can now purchase light, weather-proof sea-going jackets in any letter of the sailor's alphabet from a new nautical group introduced by the Mighty Mac Division of the Cape Ann Manufacturing Company.

Now 26 jackets based on the 26 letters of the International Code Flags, in every color under the sailing sun, duplicate the pattern of codes in the International sailing lexicon.

Because boating is a family sport, Mighty Mac offers these jackets in sizes for every member of the family.

## Easter FASHION TREASURE

Slightly frivolous, disarmingly feminine, yet very much in the fashion know . . . the shoes that are right up front in the Easter parade, that go on through the season as fashion leaders.

Fit? So easy it puts a new lift in your step.

**Velvet Step®**  
Shoes for Women

**8.95  
TO  
10.95**



**The Family Shoe Store**

214 South Main Street

Velvet Step — Trios — Weather-Bird Shoes

## PENNEY'S



COLORFUL OUTFITS FOR the soda pop set shape up smartly like this polka dot and stripe ensemble. In Lowenstein's easy care cotton, the sleeveless dress is beautifully coordinated with a little jacket. In sizes for "little and bigger sisters."

**PENNEY'S**  
ALWAYS FIRST QUALITY

**NOW**

**CHARGE IT AT PENNEY'S!**

open your Penney Charge Account today!

**COMPARE!  
Our 3-piece suits sport  
smart reversible vest!**

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**895**

Junior Boys'  
Sizes 4, 6, 8, 10

See rich rayon 'n Orlon® acrylic sport suits in blue, tan and olive tones! See matched suits in smooth rayon 'n acetate blends, too! All are 3-button models models with lower flap pockets, upper welt, center vent, reversible vests!

ANOTHER  
PENNEY  
PLUS-VALUE



**HIS PLAIN —  
FRONT SLACKS  
GO EASY-CARE**

Subtle shadow stripe slacks in a Dacron® polyester and rayon blend you can machine wash, dry, touch up iron.

Junior Boys' Boys' Sizes  
Sizes 4 to 12 10 to 20

**3.98**

**4.98**



**WHITE JACKET  
GOES CASUAL  
OR DRESS UP**

Perfect for proms, graduation, vacation wear! Rayon and cotton blend with the rich look of linen.

Junior Boys' Boys' Sizes  
Sizes 6 to 12 12 to 20

**7.95**

**9.95**

Jr. Boys' and  
Boys' Easter

**BOW  
TIES**

- Solid Black
- Asst. Patterns

**50¢**

## Fuss-Up Fun

COTTONS: SHEERS, SATEENS, PIQUES, BROAD-CLOTH . . . all prettied for Easter parading with embroidery trims . . . appliques . . . lace! And wonder of wonders they machine wash, fluffy dry! Striped or solid. Lilac, peach, maize, mint, pink. Sizes 1 to 3.

Charge  
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**2.98**  
Only

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